

In the Specification:

Please amend paragraph [0001] in the Specification as follows:

[0001] This patent arises from the US national stage of International Application Number PCT/US2005/05271, filed February 18, 2005. Additionally, this patent claims priority from U.S. Provisional Application Serial No. 60/545,595, entitled “Methods and Apparatus to Determine Audience Viewing of Video-on-Demand Programs” and filed on February 18, 2004, and U.S. Provisional Application Serial No. 60/563,874, entitled “Server-Based Methods and Apparatus to Determine Audience Viewing of Video-On-Demand Programs” and filed on April 19, 2004. U.S. Provisional Application Serial No. 60/545,595, ~~and~~ U.S. Provisional Application Serial No. 60/563,874 and International Application Number PCT/US2005/05271 are hereby incorporated herein by reference in their entirety.